Vacation Confidence Index

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1. When was the last time you took a vacation? For the purposes of this question, vacation is defined as leisure travel of at least a week to a destination at least 100 miles from your home. Was it...

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $25K	$25K- <$75K	$75K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1002	510	492	165	314	518	210	365	306	189	224	365	224
Weighted	1002	486	516	306	370	322	260	369	276	186	220	370	227
In the past month	101	55	47	21	44	35	22	30	41	17	14	44	26
	10%	11%	9%	7%	12%	11%	9%	8%	15%	9%	7%	12%	12%
									G				
One to three months ago	109	41	68	46	34	30	12	35	50	32	18	31	29
	11%	8%	13%	15%	9%	9%	5%	9%	18%	17%	8%	8%	13%
									FG	JK			
Four to six months ago	100	53	46	39	29	31	15	37	38	21	22	36	21
	10%	11%	9%	13%	8%	10%	6%	10%	14%	12%	10%	10%	9%
									F				
Seven to 12 months ago	183	106	77	60	63	60	34	82	57	33	41	73	37
	18%	22%	15%	20%	17%	19%	13%	22%	21%	18%	19%	20%	16%
		B						F					
More than a year ago	148	66	82	56	47	43	34	55	39	21	36	56	35
	15%	14%	16%	18%	13%	13%	13%	15%	14%	11%	16%	15%	15%
More than two years ago	347	159	188	79	152	115	141	127	46	61	83	126	77
	35%	33%	37%	26%	41%	36%	54%	34%	17%	33%	38%	34%	34%
				C			GH	H					
(DK/NS)	13	7	7	5	1	7	2	3	4	2	5	4	2
	1%	1%	1%	2%	0	2%	1%	1%	2%	1%	2%	1%	1%
						D							
Summary													
3 months ago or less	211	96	115	67	78	65	34	65	91	49	32	75	55
	21%	20%	22%	22%	21%	20%	13%	18%	33%	26%	15%	20%	24%
									FG	J			
4 months to one year	283	159	124	99	92	91	48	119	96	54	63	109	57
	28%	33%	24%	32%	25%	28%	19%	32%	35%	29%	29%	29%	25%
		B						F	F				
More than a year ago	495	224	270	135	199	158	175	181	85	81	119	182	112
	49%	46%	52%	44%	54%	49%	67%	49%	31%	44%	54%	49%	49%
							GH	H					

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

1. When was the last time you took a vacation? For the purposes of this question, vacation is defined as leisure travel of at least a week to a destination at least 100 miles from your home. Was it...

	Total	Children		Education			Employment Status				Marital Status		Race			
		Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents	1002	297	705	284	305	409	418	122	116	337	585	410	126	727	107	38
Weighted	1002	377	625	487	239	273	417	137*	194*	245	520	477	138*	681	117*	63**
In the past month	101	27	74	42	23	37	51	17	11	23	54	48	11	68	17	5
	10%	7%	12%	9%	10%	14%	12%	13%	5%	9%	10%	10%	8%	10%	15%	7%
One to three months ago	109	40	69	43	24	41	50	13	26	20	68	42	8	68	17	21
	11%	11%	11%	9%	10%	15%	12%	10%	14%	8%	13%	9%	6%	10%	14%	33%
						C										
Four to six months ago	100	37	63	37	27	35	51	12	16	22	51	49	15	59	12	12
	10%	10%	10%	8%	11%	13%	12%	8%	8%	9%	10%	10%	11%	9%	10%	20%
Seven to 12 months ago	183	79	104	84	44	55	83	33	26	41	110	73	14	137	23	6
	18%	21%	17%	17%	18%	20%	20%	24%	13%	17%	21%	15%	10%	20%	20%	10%
More than a year ago	148	67	81	74	32	42	58	21	33	34	81	66	27	98	21	2
	15%	18%	13%	15%	14%	15%	14%	15%	17%	14%	16%	14%	20%	14%	18%	3%
More than two years ago	347	123	224	198	88	61	117	41	81	104	149	197	59	245	27	16
	35%	33%	36%	41%	37%	22%	28%	30%	42%	42%	29%	41%	43%	36%	23%	26%
				E	E				F	F		J	N			
(DK/NS)	13	4	9	9	0	2	8	0	2	1	9	1	3	6	1	1
	1%	1%	1%	2%	-	1%	2%	-	1%	0	2%	0	2%	1%	0	2%
Summary																
3 months ago or less	211	68	143	85	47	78	101	30	37	42	121	90	20	136	34	25
	21%	18%	23%	17%	20%	29%	24%	22%	19%	17%	23%	19%	14%	20%	29%	40%
						CD										
4 months to one year	283	116	167	122	71	90	134	44	41	64	160	123	29	196	35	18
	28%	31%	27%	25%	30%	33%	32%	32%	21%	26%	31%	26%	21%	29%	30%	29%
More than a year ago	495	189	305	272	120	102	175	62	114	139	229	264	87	343	48	18
	49%	50%	49%	56%	50%	38%	42%	45%	59%	56%	44%	55%	63%	50%	41%	28%
				E	E				F	F		J	N			

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O * small base; ** very small base (under 30) ineligible for sig testing

1. When was the last time you took a vacation? For the purposes of this question, vacation is defined as leisure travel of at least a week to a destination at least 100 miles from your home. Was it...

	Total	Travel Frequency			Annual Vacation		Spend on summer vacation this year compared with last year			Summer Vacation			Vacation in 2012		
		Past 3 months	4 months to 1 year ago	More than 1 year ago	Important	Not Important	More	Less	The same	Confident	Not Confident	Took/Will Take Vacation	Confident	Not confident	Already Vacationed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents	1002	216	292	482	587	410	137	167	301	455	287	242	520	357	118
Weighted	1002	211	283	495	565	426	168*	141*	281	442	302	243	523	361	112*
In the past month	101	101	0	0	72	29	30	11	44	54	1	47	55	4	42
	10%	48%	-	-	13%	7%	18%	8%	16%	12%	0	19%	10%	1%	38%
		BC			E					J		J	M		LM
One to three months ago	109	109	0	0	77	32	18	19	41	49	13	47	64	10	36
	11%	52%	-	-	14%	8%	11%	14%	15%	11%	4%	19%	12%	3%	32%
		BC			E					J		IJ	M		LM
Four to six months ago	100	0	100	0	62	38	28	15	34	59	17	23	70	17	13
	10%	-	35%	-	11%	9%	17%	11%	12%	13%	5%	10%	13%	5%	12%
			AC							J			M		
Seven to 12 months ago	183	0	183	0	141	42	33	45	82	118	33	31	145	32	6
	18%	-	65%	-	25%	10%	19%	32%	29%	27%	11%	13%	28%	9%	6%
			AC		E					JK			MN		
More than a year ago	148	0	0	148	102	41	32	22	35	78	40	28	101	42	4
	15%	-	-	30%	18%	10%	19%	16%	12%	18%	13%	12%	19%	12%	4%
				AB	E								MN		
More than two years ago	347	0	0	347	106	238	28	27	44	83	191	67	87	248	11
	35%	-	-	70%	19%	56%	17%	19%	16%	19%	63%	27%	17%	69%	10%
				AB		D					IK			LN	
(DK/NS)	13	0	0	0	4	6	0	1	1	2	9	0	1	9	0
	1%	-	-	-	1%	1%	-	1%	0	0	3%	-	0	2%	0
														L	
Summary															
3 months ago or less	211	211	0	0	150	61	47	30	86	102	14	94	119	14	78
	21%	100%	-	-	26%	14%	28%	21%	30%	23%	5%	39%	23%	4%	69%
		BC			E					J		IJ	M		LM
4 months to one year	283	0	283	0	203	80	61	61	116	177	49	54	215	49	19
	28%	-	100%	-	36%	19%	36%	43%	41%	40%	16%	22%	41%	13%	17%
			AC		E					JK			MN		
More than a year ago	495	0	0	495	208	279	60	49	79	160	230	95	187	290	15
	49%	-	-	100%	37%	65%	36%	35%	28%	36%	76%	39%	36%	80%	13%
				AB		D					IK		N	LN	

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E - F/G/H - I/J/K - L/M/N * small base

2. How important is an annual vacation to you? Again, for the purposes of this question, vacation is defined as leisure travel of at least a week to a destination at least 100 miles from your home. Is taking an annual vacation...

		Gender		Age			Household Income			Region			
	Total	Male	Female	18-34	35-54	55+	Under $25K	$25K- <$75K	$75K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1002	510	492	165	314	518	210	365	306	189	224	365	224
Weighted	1002	486	516	306	370	322	260	369	276	186	220	370	227
Very important	317	150	167	75	156	85	57	123	121	60	74	110	73
	32%	31%	32%	25%	42%	26%	22%	33%	44%	32%	34%	30%	32%
					CE			F	FG				
Important	248	127	121	78	87	80	67	84	78	54	45	90	58
	25%	26%	24%	25%	23%	25%	26%	23%	28%	29%	21%	24%	26%
Not very important	241	116	125	113	57	70	43	111	56	44	41	105	51
	24%	24%	24%	37%	16%	22%	16%	30%	20%	23%	19%	28%	22%
				DE				FH					
Not at all important	185	89	96	32	66	87	89	47	21	24	56	62	44
	18%	18%	19%	11%	18%	27%	34%	13%	8%	13%	25%	17%	19%
						CD	GH				I		
(DK/NS)	11	4	7	7	4	0	4	3	0	4	3	3	1
	1%	1%	1%	2%	1%	-	2%	1%	-	2%	1%	1%	0
Summary													
Top2Box (Important)	565	277	289	153	242	165	124	207	199	114	120	200	132
	56%	57%	56%	50%	66%	51%	48%	56%	72%	61%	54%	54%	58%
					CE				FG				
Low2Box (Not important)	426	205	221	146	123	157	131	158	77	68	97	167	94
	43%	42%	43%	48%	33%	49%	51%	43%	28%	36%	44%	45%	42%
				D		D	H	H					

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

2. How important is an annual vacation to you? Again, for the purposes of this question, vacation is defined as leisure travel of at least a week to a destination at least 100 miles from your home. Is taking an annual vacation...

	Total	Children		Education			Employment Status				Marital Status		Race			
		Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents	1002	297	705	284	305	409	418	122	116	337	585	410	126	727	107	38
Weighted	1002	377	625	487	239	273	417	137*	194*	245	520	477	138*	681	117*	63**
Very important	317	138	179	149	59	109	165	50	44	57	203	114	42	211	40	21
	32%	37%	29%	31%	25%	40%	40%	36%	23%	23%	39%	24%	31%	31%	34%	33%
						D	HI	I			K					
Important	248	87	161	95	66	86	117	31	50	51	142	106	52	151	30	13
	25%	23%	26%	20%	28%	32%	28%	22%	26%	21%	27%	22%	37%	22%	26%	21%
						C							M			
Not very important	241	99	142	130	68	42	81	34	64	59	88	152	26	164	34	23
	24%	26%	23%	27%	29%	16%	20%	25%	33%	24%	17%	32%	19%	24%	29%	37%
				E	E					F		J				
Not at all important	185	46	140	105	45	35	51	23	31	78	81	104	14	151	13	6
	18%	12%	22%	21%	19%	13%	12%	16%	16%	32%	16%	22%	10%	22%	11%	10%
			A	E						FGH				L		
(DK/NS)	11	7	4	7	1	1	3	0	4	1	7	1	4	4	0	0
	1%	2%	1%	1%	0	0	1%	-	2%	0	1%	0	3%	1%	-	-
Summary																
Top2Box (Important)	565	226	340	245	125	195	282	80	94	107	344	221	94	362	70	34
	56%	60%	54%	50%	52%	72%	67%	59%	48%	44%	66%	46%	68%	53%	60%	54%
						CD	HI	I			K		M			
Low2Box (Not important)	426	145	281	235	113	77	133	57	96	137	169	256	40	315	47	29
	43%	38%	45%	48%	47%	28%	32%	41%	49%	56%	32%	54%	29%	46%	40%	46%
				E	E				F	FG		J		L		

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O * small base; ** very small base (under 30) ineligible for sig testing

2. How important is an annual vacation to you? Again, for the purposes of this question, vacation is defined as leisure travel of at least a week to a destination at least 100 miles from your home. Is taking an annual vacation...

	Total	Travel Frequency			Annual Vacation		Spend on summer vacation this year compared with last year			Summer Vacation			Vacation in 2012		
		Past 3 months	4 months to 1 year ago	More than 1 year ago	Important	Not Important	More	Less	The same	Confident	Not Confident	Took/Will Take Vacation	Confident	Not confident	Already Vacationed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents	1002	216	292	482	587	410	137	167	301	455	287	242	520	357	118
Weighted	1002	211	283	495	565	426	168*	141*	281	442	302	243	523	361	112*
Very important	317	99	122	96	317	0	66	56	124	189	36	90	247	35	35
	32%	47%	43%	19%	56%	-	40%	40%	44%	43%	12%	37%	47%	10%	31%
		C	C		E					J		J	MN		M
Important	248	51	81	112	248	0	53	30	90	133	58	56	157	66	25
	25%	24%	29%	23%	44%	-	32%	22%	32%	30%	19%	23%	30%	18%	23%
					E					J			M		
Not very important	241	45	66	130	0	241	34	41	48	87	100	50	87	122	31
	24%	21%	23%	26%	-	57%	20%	29%	17%	20%	33%	20%	17%	34%	27%
					D			H			IK		L		
Not at all important	185	16	13	149	0	185	14	9	18	32	100	48	28	134	21
	18%	8%	5%	30%	-	43%	8%	6%	6%	7%	33%	20%	5%	37%	19%
				AB		D					IK	I		LN	L
(DK/NS)	11	0	0	8	0	0	0	4	1	1	8	0	4	4	0
	1%	-	-	2%	-	-	-	3%	0	0	3%	-	1%	1%	-
								H			I				
Summary															
Top2Box (Important)	565	150	203	208	565	0	120	86	214	322	94	146	404	101	60
	56%	71%	72%	42%	100%	-	71%	61%	76%	73%	31%	60%	77%	28%	54%
		C	C		E				G	JK		J	MN		M
Low2Box (Not important)	426	61	80	279	0	426	48	50	67	119	200	98	115	256	52
	43%	29%	28%	56%	-	100%	29%	36%	24%	27%	66%	40%	22%	71%	46%
				AB		D		H			IK	I		LN	L

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E - F/G/H - I/J/K - L/M/N * small base

3. How confident are you that you'll take a vacation in 2012? Would you say you are...

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under $25K	$25K- <$75K	$75K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1002	510	492	165	314	518	210	365	306	189	224	365	224
Weighted	1002	486	516	306	370	322	260	369	276	186	220	370	227
Very confident	355	175	180	103	143	108	60	126	143	74	82	139	60
	35%	36%	35%	34%	39%	33%	23%	34%	52%	40%	38%	38%	26%
								F	FG	L			
Somewhat Confident	168	75	93	78	54	36	51	61	43	41	18	61	48
	17%	15%	18%	25%	15%	11%	20%	16%	16%	22%	8%	16%	21%
				DE						J		J	J
Not very confident	132	71	61	48	45	40	36	46	32	14	32	55	31
	13%	15%	12%	16%	12%	12%	14%	12%	12%	7%	15%	15%	14%
Not at all confident	228	97	131	34	91	101	85	95	25	44	71	65	48
	23%	20%	25%	11%	25%	31%	33%	26%	9%	24%	32%	18%	21%
					C	C	H	H				K	
Have you already taken a vacation in 2012	112	64	48	40	37	34	26	40	33	12	15	46	39
	11%	13%	9%	13%	10%	11%	10%	11%	12%	7%	7%	12%	17%
													IJ
(DK/NS)	6	3	3	2	1	3	1	1	0	1	1	4	0
	1%	1%	1%	1%	0	1%	0	0	-	0	0	1%	0
Summary													
Top2Box (Confident)	523	251	272	181	197	144	112	187	186	115	100	200	108
	52%	52%	53%	59%	53%	45%	43%	51%	67%	62%	46%	54%	48%
				E					FG	JL			
Low2Box (Not confident)	361	169	192	81	135	141	121	141	57	58	103	120	79
	36%	35%	37%	27%	37%	44%	47%	38%	21%	31%	47%	33%	35%
						C	H	H			IK		

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

3. How confident are you that you'll take a vacation in 2012? Would you say you are...

| | | Children | | Education | | | Employment Status | | | | Marital Status | | Race | | | |
		Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
	Total	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents	1002	297	705	284	305	409	418	122	116	337	585	410	126	727	107	38
Weighted	1002	377	625	487	239	273	417	137*	194*	245	520	477	138*	681	117*	63**
Very confident	355	139	217	156	78	121	188	49	47	70	200	155	41	250	48	13
	35%	37%	35%	32%	33%	44%	45%	36%	24%	28%	38%	32%	30%	37%	41%	20%
						CD	HI									
Somewhat Confident	168	83	84	84	42	42	66	24	44	35	85	82	28	100	24	23
	17%	22%	14%	17%	17%	15%	16%	17%	23%	14%	16%	17%	20%	15%	21%	37%
		B														
Not very confident	132	55	77	63	33	37	56	18	30	27	68	64	24	88	10	13
	13%	15%	12%	13%	14%	13%	13%	13%	15%	11%	13%	13%	17%	13%	8%	20%
Not at all confident	228	71	157	131	61	35	63	27	55	82	112	116	35	163	15	11
	23%	19%	25%	27%	26%	13%	15%	19%	28%	33%	22%	24%	25%	24%	13%	18%
				E	E				F	FG						
Have you already taken a vacation in 2012	112	26	87	52	25	35	45	20	18	29	54	58	10	77	21	3
	11%	7%	14%	11%	10%	13%	11%	15%	9%	12%	10%	12%	7%	11%	18%	5%
			A													
(DK/NS)	6	3	3	1	0	3	0	0	0	3	1	2	0	3	0	0
	1%	1%	0	0	-	1%	-	-	-	1%	0	0	0	0	-	-
Summary																
Top2Box (Confident)	523	222	301	241	120	163	253	72	91	104	285	237	70	350	72	36
	52%	59%	48%	49%	50%	60%	61%	53%	47%	42%	55%	50%	50%	51%	62%	56%
		B				C	I									
Low2Box (Not confident)	361	126	234	194	94	72	119	45	85	109	180	180	59	251	24	24
	36%	33%	38%	40%	40%	26%	28%	33%	44%	45%	35%	38%	42%	37%	21%	38%
				E	E				F	F			N	N		

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O * small base; ** very small base (under 30) ineligible for sig testing

3. How confident are you that you'll take a vacation in 2012? Would you say you are...

	Total	Travel Frequency			Annual Vacation		Spend on summer vacation this year compared with last year			Summer Vacation			Vacation in 2012		
		Past 3 months	4 months to 1 year ago	More than 1 year ago	Important	Not Important	More	Less	The same	Confident	Not Confident	Took/Will Take Vacation	Confident	Not confident	Already Vacationed
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents	1002	216	292	482	587	410	137	167	301	455	287	242	520	357	118
Weighted	1002	211	283	495	565	426	168*	141*	281	442	302	243	523	361	112*
Very confident	355	93	170	92	301	54	97	43	166	295	3	56	355	0	0
	35%	44%	60%	19%	53%	13%	58%	31%	59%	67%	1%	23%	68%	-	-
		C	AC		E		G		G	JK		J	MN		
Somewhat Confident	168	26	46	95	103	61	44	32	39	91	24	53	168	0	0
	17%	12%	16%	19%	18%	14%	26%	23%	14%	21%	8%	22%	32%	-	-
							H			J		J	MN		
Not very confident	132	7	32	91	50	82	1	21	20	17	91	24	0	132	0
	13%	3%	11%	18%	9%	19%	0	15%	7%	4%	30%	10%	-	37%	-
			A	A		D		F	F		IK	I		LN	
Not at all confident	228	7	17	199	51	174	7	23	20	14	173	35	0	228	0
	23%	3%	6%	40%	9%	41%	4%	16%	7%	3%	57%	14%	-	63%	-
				AB		D		FH			IK	I		LN	
Have you already taken a vacation in 2012	112	78	19	15	60	52	19	23	36	24	11	75	0	0	112
	11%	37%	7%	3%	11%	12%	11%	16%	13%	6%	4%	31%	-	-	100%
		BC										IJ			LM
(DK/NS)	6	0	0	3	0	3	0	0	1	1	1	0	0	0	0
	1%	-	-	1%	-	1%	-	-	0	0	0	0	-	-	-
Summary															
Top2Box (Confident)	523	119	215	187	404	115	141	75	204	385	27	109	523	0	0
	52%	57%	76%	38%	72%	27%	84%	53%	73%	87%	9%	45%	100%	-	-
		C	AC		E		G		G	JK		J	MN		
Low2Box (Not confident)	361	14	49	290	101	256	8	43	40	31	263	59	0	361	0
	36%	7%	17%	59%	18%	60%	5%	31%	14%	7%	87%	24%	-	100%	-
			A	AB		D		FH	F		IK	I		LN	

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E - F/G/H - I/J/K - L/M/N * small base